nce is being deposited with the United I hereby certify that this corres States Postal Service as first class mail in an envelope addressed to the Assistant Commissioner for Patents, Washington, D.C. 20231 on September 23, 1999

PATENT

Attorney Docket No. 88650

& TRADE!

TOWNSEND and TOWNSEND and CREW LLP

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re application of:

Examiner:

D. St. Cyr

MARTIN FINSTERWALD

Art Unit:

2876

Application No. 08/783,372

**AMENDMENT** 

Filed: January 13, 1997

For: METHOD OF BUILDING UP A DATA BANK CONTAINING CUSTOMER DATA AND/OR THE ORGANIZATION OF A REBATE OR

COUPON SYSTEM

San Francisco, CA 94111 September 23, 1999

**Assistant Commissioner for Patents** Washington, D.C. 20231

Sir:

This responds to the Office Action dated March 23, 1999. As a precautionary measure, applicant also requests an extension of time, if needed and if not separately attached hereto, and authorizes the Commissioner to charge the fee therefor to our deposit account in accordance with our standing authorization for such charges.

## **REMARKS**:

Claims 39-42 are pending.

Claims 39-42 were rejected for obviousness over Schultz in view of Small.

Schultz was characterized as disclosing an automatic purchase reward accounting system and method comprising the steps of: applying a unique (UPC) code to evidence the product and giving the customer a certificate including rewards earned after the